

HENNEPIN COUNTY

MINNESOTA

Updated 1/27/2025



Elevate Hennepin communications toolkit

This toolkit is for promotional partners in Hennepin County to encourage businesses to participate in Elevate Hennepin™. Please copy, use, or repurpose the content in this document as needed in your efforts. Thank you for helping us spread the word about this critical program.

For any questions about how to use this document, please contact Nick.Upton@Hennepin.us.

To reach program staff, please email Elevate@Hennepin.us.

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Key messaging

Elevate Hennepin brings together experts, tools and programs intentionally designed to support business owners and entrepreneurs as they gain their footing, plan for their next steps, and continue growing in Hennepin County. Through Elevate Hennepin, the county is investing in a business support ecosystem that strengthens communities and creates new opportunities.

Elevate Hennepin provides three services:

- No-cost consulting from expert advisors covering everything a business needs from day one to a regional enterprise.
- A suite of group-training opportunities where peers can develop their networks, learn, and enhance their businesses together.
- A resource directory for business owners to explore county, state, and federal resources as well as regional events that can empower their business.

So far, more than 3,000 businesses in Hennepin County have utilized Elevate Hennepin for no-cost consulting, group learning, and other resources.

How to use the Elevate Hennepin brand

Building reliable brand awareness and name recognition are key to increasing access to the valuable resources available to aspiring entrepreneurs and businesses.

Do:

1. Be consistent using Elevate Hennepin™, business resources powered by Hennepin County in collaboration with [ORGANIZATION NAME] and other local partners.
2. **Take credit!**
 - **Cities, you are:**
 - An Elevate Hennepin host
 - Proud sponsor Elevate Hennepin
 - Proud to invest in Elevate Hennepin
 - **Advisors, you are:**
 - An Elevate Hennepin consultant
 - An Elevate Hennepin advisor
 - Working with Elevate Hennepin
 - Providing service under Elevate Hennepin

Do Not:

1. **Do not** dilute the brand or cause marketplace confusion with spinoffs such as "Elevate [ORGANIZATION NAME]."
2. **Do not** shorten the brand name to "Elevate," it's too common and can cause confusion when the business community searches for support.

Ready-to-use collateral

Images and pictures

Use these graphics with the Hennepin County and Elevate Hennepin logos in your social media posts, found on Dropbox [here](#). Check back often as new assets and business owner photos will be added frequently.

Newsletter content

Did you know local businesses here and across Hennepin County are eligible to receive no-cost business advising and consulting services?

[ORGANIZATION NAME] is proud to collaborate in Hennepin County's Elevate Hennepin initiative to bring expert advising and other business resources to [ORGANIZATION NAME] businesses at no cost.

Elevate Hennepin provides three services:

- No-cost consulting from expert advisors covering everything a business needs from day one to a regional enterprise.
- A suite of group-training opportunities where peers can develop their networks, learn, and enhance their businesses together.
- A resource directory for business owners to explore county, state, and federal resources and events that can empower their business.

Whatever business challenges you're facing, Elevate Hennepin [business advisors](#) have expertise in all manner of topics. Owners and entrepreneurs can get 25 hours of support from each advisor on topics including:

- [Accounting](#)
- [Access to capital](#)
- [Business certification](#)
- [Business strategy](#)
- [Financial management](#)
- [Marketing consulting](#)
- [Legal questions](#)
- [Human resources](#)
- [Business technology](#)
- [Idea stage](#) (15 hours of support)

To get started, visit [Elevate Hennepin](#) to connect with an advisor or an Elevate Hennepin Business Navigator to identify your best next step.

Website content

Ready to post content for websites or blogs

[ORGANIZATION NAME] is proud to be a part of Elevate Hennepin an initiative from Hennepin County that brings expert advising, group learning, and other business resources to [ORGANIZATION NAME] businesses at no cost.

Elevate Hennepin supports businesses of all sizes in their efforts to start up, grow, create jobs, and evolve.

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- A suite of group-training opportunities where peers can develop their networks, learn, and enhance their businesses together.
- A resource directory for business owners to explore county, state, and federal resources and events that can empower their business.

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About Elevate Hennepin

Elevate Hennepin was designed to support Hennepin County businesses through the COVID-19 pandemic and civil unrest. Since then, it has evolved into an essential service that empowers entrepreneurship and economic growth.

So far, more than 3,000 businesses in Hennepin County have utilized Elevate Hennepin for no-cost consulting, group learning, and support to identify other business resources and events to enhance their business.

Social Media messages

Below are messages tailored for your pages and a general resident/business partner audience. Feel free to use these posts verbatim or tailor to your specific audience and voice.

Accompanying imagery can be found [here](#).

Please also tag Hennepin County on the following social media channels. This makes it easier for Hennepin County to promote your posts and reshare your content.

Hennepin County:

- [Hennepin County | Facebook](#)
- [Hennepin County | Instagram](#)
- [Hennepin County | LinkedIn](#)

Elevate Hennepin Profiles:

- [Elevate Hennepin | Facebook](#)
- [Elevate Hennepin | Instagram](#)
- [Elevate Hennepin | LinkedIn](#)

1. Consulting focus

Did you know business owners across Hennepin County can access no-cost consulting from the Elevate Hennepin program?

This business-support resource allows businesses located in or operating in the county to get up to 25 hours of consulting from dozens of expert advisors, all provided by Hennepin County.

Get started today at www.ElevateHennepin.org.

2. Consulting focus

If your business needs support for legal topics, marketing, financing, or strategic planning, consider Elevate Hennepin. This program from Hennepin County provides no-cost advising and technical assistance from dozens of expert consultants.

Connect with an advisor today or identify your best next step with an Elevate Hennepin Business Navigator. Get started now at www.ElevateHennepin.org!

3. Group-learning focused

Hennepin County has a wide range of group-learning opportunities to help entrepreneurs across the county start up, grow, and evolve. Explore the wide range of business-focused training offered at no cost to. Head to www.ElevateHennepin.org to get started today.

Sharing Opportunities

Please like and share messages posted on Elevate Hennepin and Hennepin County channels with your audience. Consider turning on alerts for the following channels for easy sharing opportunities to support your business network.

Hennepin County:

- [Hennepin County | Facebook](#)
- [Hennepin County | Instagram](#)
- [Hennepin County | LinkedIn](#)

Elevate Hennepin Profiles:

- [Elevate Hennepin | Facebook](#)
- [Elevate Hennepin | Instagram](#)
- [Elevate Hennepin | LinkedIn](#)